



THE
CYBER
ESCAPE
ROOM
CO.



Peabody

THE ESCAPE ROOMS THAT CHANGED EVERYTHING

PEABODY'S JOURNEY TO SERIOUS
CYBER ENGAGEMENT

CYBERESCAPEROOM.CO



ABOUT PEABODY & THE CHALLENGE

Peabody is one of the largest housing associations in the UK, with a diverse workforce spread across multiple sites. Like many organisations, they faced the challenge of engaging staff in cybersecurity training in a way that actually sticks. Traditional formats weren't cutting through... awareness was good, but behaviour change was limited.

They needed something different: fast-paced, hands-on, and memorable.

“THE MOST IMPACTFUL SECURITY MESSAGING WE HAVE EVER DELIVERED.”

MARIE JEFFERY, BISO

WHAT WE DELIVERED

Over 12 months, Peabody ran a blended programme of self-facilitated and fully hosted escape room sessions across the organisation.

Using our portable kit, they were able to deliver short, impactful experiences that fit easily into their working day... all from a rucksack-sized setup.



BY THE NUMBERS

55 SELF-FACILITATED
SESSIONS

8 HOSTED SESSIONS
FROM CERCo

311 COLLEAGUES TRAINED
THROUGH PLAY

30 MINUTES AVERAGE SESSION
LENGTH



**98% OF PLAYERS LEFT WITH A BETTER
UNDERSTANDING OF CYBER SECURITY**

WHAT PEOPLE LEARNED

The escape room wasn't just fun... it was designed to mirror real-world security risks that staff face every day. Each puzzle connected directly to a specific cyber behaviour, helping colleagues understand not just what to do, but why it matters.

Through hands-on challenges, teams experienced the consequences of poor password habits, felt the pressure of social engineering, and saw firsthand how small mistakes can escalate into security incidents. This made the learning practical, memorable, and immediately transferable back to their day-to-day work.



Key learning themes included:

- Passwords & MFA
- Insider risk and access control
- Lost or stolen devices
- Social media privacy
- Social engineering techniques
- Encryption & secure data handling
- Remote-working risks
- Communication & teamwork under pressure



REAL BEHAVIOUR CHANGE

The biggest shift, however, wasn't in feedback forms - it was in day-to-day behaviour. After running the escape rooms, Peabody saw clear, observable changes in how colleagues approached security.

Clear behaviour improvements included:

- ★ Faster reporting of phishing emails
- ★ Increased use of the internal reporting button
- ★ More colleagues contacting the InfoSec team proactively
- ★ Stronger understanding of why controls like MFA matter
- ★ Fewer pushbacks and questions on standard security measures
- ★ Great openness to discussing security concerns

THE RESULTS

A year of activity delivered outcomes that went far beyond engagement. Peabody saw measurable improvements in understanding, behaviour, and cross-team interaction - with some of their strongest training results to date.

92% RATED SESSIONS AS EXCELLENT

95% FOUND SESSIONS VERY ENGAGING

98% LEFT WITH A BETTER UNDERSTANDING OF CYBER SECURITY

100% WOULD RECOMMEND TO COLLEAGUES



**NOT JUST ENJOYABLE.
BEHAVIOUR-CHANGING.**

STRONGER SECURITY CULTURE

The escape rooms helped unlock conversations that simply weren't happening before. Teams that rarely engaged with Information Security suddenly became highly involved, asking questions, seeking clarification, and collaborating across departments.

The shift wasn't about a single session - it was about changing the tone of security across the organisation.

- ★ New relationships built between the InfoSec and frontline teams
- ★ Increased visibility of the security function
- ★ Higher trust, more curiosity, and more proactive engagement
- ★ Security becoming a normal part of every day conversation
- ★ A shared, memorable experience that brought teams together
- ★ Reinforcement that small actions collectively strengthen security

For Peabody, escape rooms didn't just inform people - they changed the culture around security.



**WANT SECURITY TRAINING THAT
ACTUALLY CHANGES BEHAVIOUR?!**
TALK TO OUR TEAM TODAY

CYBERESCAPEROOM.CO • INFO@CYBERESCAPEROOM.CO